

# Impact of Integrated Communication on Entrepreneurial Companies' Financial Performance: A Developing Economy

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## Abstract

Entrepreneurial companies as the basis for economic growth should be aware of the factors of influence on their financial success, so they can achieve proper allocation of scarce resources. This chapter presents the state of the art in the communication processes of entrepreneurial companies within an emerging economy and the impact of integrated communications on profitability. The research is a part of a project "Strengthening the business capacity of women entrepreneurs in Republic of Macedonia, as a developing country." This chapter argues that usage of integrated communication leads to increased profitability. The method of quantitative and qualitative research is used through questionnaires and personal interviews with managers in the food industry. The data are processed with IBM SPSS19. Conclusions are based on descriptive and deductive statistics. The results show that the companies, regardless of the size, give priority to economic propaganda and sales promotion; they mostly use nonpersonal, mass media, mainly television; combination of several elements of the promotional mix, i.e., integrated communications affect profitability; and combination of media for promotion has impact on

profitability. The conclusion suggests that implementation of integrated communication results in positive effect on the financial performance and increases the chances of investment in further development.

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